



Michigan Department of State Police

# Emergency Management Division Informational Letter

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**TO: Local and District Emergency Management Coordinators**  
**SUBJECT: Do 1 Thing Campaign**

*This information is being provided to emergency management coordinators on behalf of the Do 1 Thing Committee in the Lansing area.*

Do 1 Thing . . .

To prepare yourself, your family, and your community.

What is Do 1 Thing?

Do 1 Thing is a twelve month preparedness program that focuses on a different area of emergency preparedness each month, and provides a range of preparedness options for each topic. The program will initially run from February 2006 to January 2007 and then begin again.

How is it different than other preparedness efforts?

The goal of Do 1 Thing is to improve community disaster resiliency by moving individuals through the process of disaster preparedness: from awareness to intention to action.

By offering a range of preparedness options and incorporating themes of personal and social responsibility, the program is designed to address the reasons that people have not prepared in the past. The effectiveness of the program will be evaluated throughout the course of the year.

How does it work?

Individuals will be encouraged to take one step each month in a specific area of preparedness. They will receive the message from a variety of agencies, each with its own unique perspective, but all providing a consistent message.

For example, Tri-County Office on Aging may offer free water to seniors for their emergency supply, the Capital Area Humane Society will encourage an emergency water supply for pets, the health department may promote a larger emergency water supply for pregnant women and families with small children.

Participating agencies will develop presentations, materials and marketing that are specific to the needs of their own clients, but will stress common themes throughout the year:

- You are the only one who can ensure your own safety and the safety of your family in a disaster.
- Disasters change things: you may not have things that you take for granted every day (electricity, water, cell phones, grocery stores, rapid emergency response).
- If you know that your family is taken care of, you will be better able to help your neighborhood and your community.
- You can become better prepared in small steps.
- Every step you take in becoming prepared will help those that you care about, first responders and others in your community.

Who will participate?

Right now, Do 1 Thing is a Tri-County Program. Some agencies already involved include: emergency management from Lansing, Clinton and Ingham Counties, and the State, Capital Area Humane Society, Capital City Airport, MSU Police Department, Tri-County Office on Aging, Mid-Michigan and Ingham County Health Departments, Red Cross, Capitol Area for Center for Independent Living, Ingham Regional Medical Center and Sparrow Hospital and the District 1 Regional Medical Response Coalition.

A toolkit is available at [www.do1thing.us](http://www.do1thing.us) for any agency that would like to participate.

Sincerely,



KRISTE ETUE, CAPTAIN

Deputy State Director of Homeland Security  
and Emergency Management

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